

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON INC.

AD#BHR116-B4 REQ#M21541 *DENICOTINED TOBACCO* 1A BRANDING PG 4/C BLD (5-5/8 X 7-3/4) TV GUIDE INSERT

Printed in U.S.A.

(TEST) ARIZONA, 1990

A REAL BREAKTHROUGH IN SMOKING



ONLY AVAILABLE IN ARIZONA

BENSON & HEDGES DE-NIC

DE-NICOTINED TOBACCO
THE SMOOTH TASTE OF A LIGHT

INTRODUCING A BLEND OF
INNOVATION AND TRADITION.
BENSON & HEDGES DE-NIC.

THE BREAKTHROUGH OF
DE-NICOTINED TOBACCO MEANS IT'S
LESS THAN 0.1 MG. OF NICOTINE.

AND THE QUALITY OF
BENSON & HEDGES MEANS YOU ENJOY
A SMOKEABLE CIGARETTE,
WITH THE SMOOTH TASTE OF A LIGHT.

REGULAR AND MENTHOL.
KINGS AND 100'S.

BENSON & HEDGES
DE-NIC



REDUCED NICOTINE TOBACCO. LOW TO NICOTINE.
CONTAINS A CIGARETTE WITH A SMOOTH, LIGHT TASTE.
AND LESS THAN 0.1 MG. NICOTINE.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

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0 mg "tar," 0.1 mg. nicotine av.
per cigarette by FTC method.



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